

PLAYTEX COTTON CIRCLE STITCH



now for the first time ever, circular stitch cups that won't shrink or twist out of shape...

new playtex living bra with magic-circle cotton cups

You know circular stitch bras give you wonderful support... make your clothes look and fit better. But, so often they shrink and twist out of shape after just a few washings. No more of that. Playtex Magic-Circle Cotton Cups keep their lovely shape and yours wash after wash. White, 32A-42C. \$3.95



Playtex Living bras stretch in every direction your body moves... yet always stay in place:
a. Bias-cut side panels move with you... breathe with you.
b. The criss-cross front lets you reach and stretch freely. c. Low action back stretches cross-ways only... never rides up or binds.

THIS IS OUR POLICY:

DALES... just won't be undersold!

TO YOU THIS MEANS: Dales is determined that, item for item, Dales prices will be as low as prices anywhere else...

magic!

the stay-firm underlift panels of new playtex fashion-magic bra

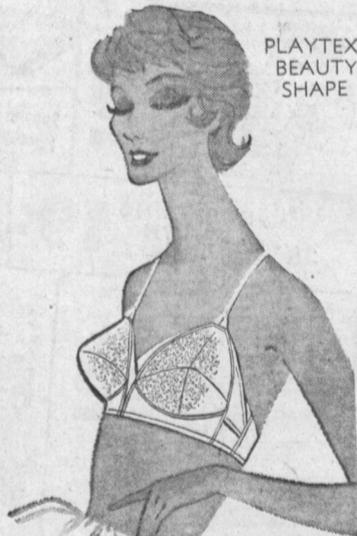
You'll say it's magic with everything you wear. A new youthful uplift is built into this bra. The secret? Revolutionary new underlift panels, made of laminated cotton, that stay firm, yet soft... even after 65 machine washings. And another Playtex feature... new mold-to-shoulder straps that always lie flat, never cut or wrinkle. 32A-40C in white. \$2.50

USE OUR LAYAWAY

\$1.00 WILL HOLD YOUR PURCHASE



PLAYTEX MAGIC UNDERLIFT PANELS



PLAYTEX BEAUTY SHAPE

Introducing a whole new idea in bra design... **playtex living bra with beauty-shape cups**... pre-shaped to shape you naturally for new young loveliness. Beauty-Shape cups are all you—shaped to an exciting young beauty. The secret? A special wafer thin cup lining that gently shapes as it supports. White, 32A-38C. \$4.95

- BESIDES LOW PRICES, YOU GET ALL THESE OTHER ADVANTAGES WHEN YOU SHOP AT DALE'S**
- 1—YOUR SATISFACTION has been our first consideration for years. You can buy from Dales with confidence: if for any reason the merchandise is not satisfactory, you may return it.
 - 2—DALES' HUGE ASSORTMENT gives you more to compare and choose from. More fashion-right merchandise of all kinds... choice wares from all parts of the world. Everything that's new as soon as it's available.
 - 3—DALES SELLS QUALITY GOODS: Everything we sell, regardless of its price, measures up to high quality standards in every respect.
 - 4—FRIENDLY SALESPeOPLE are eager to give you whatever help you need.

WE MAKE EVERY EFFORT to live up to this policy. To you, this means that when you see anything, anywhere, marked at "wholesale price" or at a "discount," you should compare Dales' price for the same article before you buy. Our tireless comparison shoppers cover the whole city, checking prices everywhere, including the so-called "discount houses" and "wholesale" catalogs. They make sure that Dales' prices are as low as prices anywhere else. If you discover a lower price anywhere else, please call FAirfax 8-0944, ask for comparison shoppers, and tell us about it.

remember

➔ Use Our LAYAWAY!

DALES ..just won't be undersold

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